

FACTOR EVALUATION SYSTEM EVALUATION STATEMENT

New Standard Position Number: S000367

Requested Classification: Public Affairs Specialist, GS-1035-13

Location: U.S. Fish and Wildlife Service
Regional Offices

References: OPM Position Classification Standard (PCS) for Public Affairs Series, GS-1035, TS-53, dated July 1981

Background: This is one of several standard position descriptions (SPDs) positions being established for use Service-wide in the newly established Regional Program Office under the Assistant Regional Director for Science Applications.

The incumbent serves as a Public Affairs Specialist and as the Communications Specialist for the assigned Landscape Conservation Cooperative (LCC).

Series and Title Determination: Duties include planning and coordinating the dissemination of information relating to the LCC's programs, objectives, and functions through communications products and the news media. Successful performance of duties/responsibilities requires a comprehensive knowledge of the principles, methods, practices, and techniques of communication to develop and write informational materials designed to reach national and regional audiences through the news media, Internet and other appropriate mass communication links; provide guidance to personnel in other Service offices and programs concerning the treatment of potentially sensitive or controversial issues or activities; determine the need for information materials to support agency programs and provides news releases, feature stories, speeches, etc. to support those efforts; develop outreach and communication plans for specific issues and topics and helps determine the most effective communication tools for reaching target audiences; review, edit, and clear news releases, outreach packages, and other informational products as appropriate; and evaluate of the impact and effectiveness of communication efforts. Throughout the performance of assignments, the incumbent will establishes initial contact(s) and develop/maintain working relationships with media representatives, public affairs personnel in regional offices, and those of specialized groups in order to further communication efforts of the agency.

Positions covered under the Public Affairs Series, GS-1035, are those positions of which require a practical understanding and knowledge of functional programs to facilitate communication between an agency and its publics on program-related problems, activities, or issues. Specific responsibilities and duties under this series covers positions involve one or more of the following functions: designing, planning, and directing or advising on the public affairs program in an agency, or organization within an agency; developing and disseminating informational materials to the general public or specialized target groups within a domestic or foreign setting; providing information of particular value and interest to agency employees; establishing and maintaining effective working relationships with all media, both foreign and domestic; and developing and disseminating informational materials to pertinent publics through the media.

The duties of the proposed PD falls within the above description, therefore, the PD is properly classified under the Public Affairs Series, GS-1035. The prescribed title for non-supervisory positions classified under this series is Public Affairs Specialist.

Grade Determination: The OPM Position Classification Standard (PCS) for Public Affairs Series, GS-1035, provides grading information for non-supervisory positions covered by the standard according to the Factor Evaluation System (FES) nine factors. The nine factors are described in the following chart.

Evaluation Factors	Factor Level	Points Assigned	Comments
1. Knowledge Required by the Position	1-8	1550	Mastery of communication principles methods, practices, and techniques of outreach and mass communication enabling the incumbent to analyze and convey complex and often sensitive or controversial information to media representatives and a variety of publics with divergent opinions and interests, and anticipate public and news media response to policy decisions, actions, or issues involving fish and wildlife conservation and management. Incumbent is th
2. Supervisory Controls	2-4	450	The supervisor determines the overall objectives and resources available. The incumbent and supervisor jointly develop deadlines, projects and nature of the planned assignments. The incumbent independently plans and carries out the project or assignment; resolves most problems that arise; coordinates work with others; interprets policy in terms of established objectives; determines approach to be taken, and the methods and techniques to be employed; and keeps the supervisor informed of progress, potential controversies, or wide-ranging implications. Completed work is reviewed in terms of satisfying expected results of projects or assignments, responsiveness, and conformance with agency policy.
3. Guidelines	3-4	450	Guidelines are Department/Service policy statements or broad precedents and are applicable in establishing a general program direction or setting a tone but not totally sufficient for dealing specifically with the more complex, intricate or unusual situations, issues or problems encountered on a recurring basis. The incumbent is required to deviate from standard approaches in developing new ways to communicate the agency's message on controversial and sensitive issues where public reaction has been negative or indifferent and understanding by agency publics of information programs is essential to success of agency mission.
4. Complexity	4-5	325	The work includes the development of new methods, strategies and communication plans covering the complete spectrum of the organization's programs. Decisions regarding what needs to be done include evaluating the appropriateness of existing strategies and plans in the light of changes in program emphasis or content, including statutory or technological changes, and shifts in public reaction to or understanding of the programs. The work requires developing new ways of gathering input from a variety of individuals and groups with conflicting views and interests, and developing and initiating varied approaches and strategies in communicating the agency's objectives to groups opposed or indifferent to agency programs.
5. Scope and Effect	5-4	225	The purpose of the work is the development of complete communication plans for an organization and provision to program officials of advisory, planning, and technical services in designing approaches resolving public affairs problems in various program areas. The work contributes to the achievement of program objectives by clarifying the issues and alternatives facing agency managers in achieving a meaningful communication between the agency and the various publics affected by its programs or policies.
6. Personal Contacts and 7. Purpose of Contacts Overall	3 C 3-C	 180	Personal contacts are with specialized groups or individuals from outside the employing agency where the contact is not routinely established, the purpose of each contact is different and the roles of the public affairs specialist and the other person are established during the contact. Typical of such contacts are with representatives of the news media, organized groups desiring to provide input to agency decisions, or professional or trade organizations affected by agency programs. The purpose of contacts is to analyze, develop and present alternative approaches in developing communication strategies for misunderstood agency policies or programs; or present clarifications of agency activities or policies to specialized groups, the general population, industrial organizations, representatives of the news media, or individuals.
8. Physical Demands	8-1	5	Sedentary – no special physical abilities
9. Work Environment	9-1	5	Primarily office environment
SUMMARY	Total Points	3190	
	Grade Conversion (3155-4050)	GS-13	

Classification: Public Affairs Specialist, GS-1035-13 **Organizational Title:** Recovery Act Coordinator

FLSA Determination: Exempt
Risk Designation: Moderate

Financial Disclosure: No
Drug Testing: No

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